



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Waterfront Strategies
3050 K St NW
#100
Washington, DC 20007

Contract # 4581562

Schedule Dates 10/27/20-11/02/20
Advertiser House Majority Political Action Committee (57001)
Agency Waterfront Strategies (7591)
Product POLITICAL ISSUE (ns) (1187)
Brand Est 8168 Sked A (1457214)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name Bassett,Laura
Phone/Fax /
CPE Est 8168 Sked A
Account Types Local/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments Est 8168 Sked A

Date Entered 10/19/20
Last Modified 10/19/20
Entered By Barbara Monares
CO-OP No
External #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$28,500.00
Net Total \$161,500.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Nov. 2020	138	\$190,000.00
Grand Total:	138	\$190,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	5A- News-Good Morning Washington at 5a			2	2	2	2			8	\$350.00	\$2,800.00	Washington (WJLA)		10/19/20
2.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	5A- News-Good Morning Washington at 5a		2							2	\$350.00	\$700.00	Washington (WJLA)		10/19/20
3.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	5:58:15A- News-Good Morning Washington at 6a		2							2	\$600.00	\$1,200.00	Washington (WJLA)		10/19/20
4.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	5:58:15A- News-Good Morning Washington at 6a			2	2	2	2			8	\$600.00	\$4,800.00	Washington (WJLA)		10/19/20
5.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	6:58A- ABC-Good Morning America			4	4	4	4			16	\$1,200.00	\$19,200.00	Washington (WJLA)		10/19/20
6.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	6:58A- ABC-Good Morning America		4							4	\$1,200.00	\$4,800.00	Washington (WJLA)		10/19/20
7.0	Normal Line / SPOT	10/31/20-10/31/20	1	:30	7A- ABC-Good Morning America Saturday							1		1	\$600.00	\$600.00	Washington (WJLA)		10/19/20
8.0	Normal Line / SPOT	10/31/20-10/31/20	1	:30	8A- News-Good Morning Washington at 8A							1		1	\$400.00	\$400.00	Washington (WJLA)		10/19/20
9.0	Normal Line / SPOT	10/31/20-10/31/20	1	:30	9A- ABC-Good Morning America Saturday 2							1		1	\$600.00	\$600.00	Washington (WJLA)		10/19/20

CONFIRMATION CONTRACT

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10.0	Normal Line / SPOT	11/01/20-11/01/20	1	:30	7:58:40A- ABC-Good Morning America Sunday								1	1	\$600.00	\$600.00	Washington (WJLA)		10/19/20
11.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	9A- Live with Kelly			1	1	1	1			4	\$600.00	\$2,400.00	Washington (WJLA)		10/19/20
12.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	9A- Live with Kelly		1							1	\$600.00	\$600.00	Washington (WJLA)		10/19/20
13.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	10A- Rachael Ray		1							1	\$400.00	\$400.00	Washington (WJLA)		10/19/20
14.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	10A- Rachael Ray			1	1	1	1			4	\$400.00	\$1,600.00	Washington (WJLA)		10/19/20
15.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	10:58:25A- ABC-The View			1	1	1	1			4	\$900.00	\$3,600.00	Washington (WJLA)		10/19/20
16.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	10:58:25A- ABC-The View		1							1	\$900.00	\$900.00	Washington (WJLA)		10/19/20
17.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	11:59:56A- News-ABC 7 News at Noon		1							1	\$600.00	\$600.00	Washington (WJLA)		10/19/20
18.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	11:59:56A- News-ABC 7 News at Noon			1	1	1	1			4	\$600.00	\$2,400.00	Washington (WJLA)		10/19/20
19.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	12:57:56P- ABC-GMA3: What You Need to Know			1	1	1	1			4	\$450.00	\$1,800.00	Washington (WJLA)		10/19/20
20.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	12:57:56P- ABC-GMA3: What You Need to Know		1							1	\$450.00	\$450.00	Washington (WJLA)		10/19/20

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21.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	2P- ABC-General Hospital		1							1	\$750.00	\$750.00	Washington (WJLA)		10/19/20
22.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	2P- ABC-General Hospital			1	1	1	1			4	\$750.00	\$3,000.00	Washington (WJLA)		10/19/20
23.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	3:01P- The Drew Barrymore Show			1	1	1	1			4	\$400.00	\$1,600.00	Washington (WJLA)		10/19/20
24.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	3:01P- The Drew Barrymore Show		1							1	\$400.00	\$400.00	Washington (WJLA)		10/19/20
25.0	Normal Line / SPOT	11/01/20-11/01/20	1	:30	9A- ABC-This Week								1	1	\$25,000.00	\$25,000.00	Washington (WJLA)		10/19/20
26.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	3:59:27P- News-ABC 7 News at 4p			2	2	2	2			8	\$600.00	\$4,800.00	Washington (WJLA)		10/19/20
27.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	3:59:27P- News-ABC 7 News at 4p		2							2	\$600.00	\$1,200.00	Washington (WJLA)		10/19/20
28.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	4:59:30P- News-ABC 7 News at 5p		2							2	\$900.00	\$1,800.00	Washington (WJLA)		10/19/20
29.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	4:59:30P- News-ABC 7 News at 5p			2	2	2	2			8	\$900.00	\$7,200.00	Washington (WJLA)		10/19/20
30.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	5:59:26P- News-ABC 7 News at 6p			1	1	1	1			4	\$1,400.00	\$5,600.00	Washington (WJLA)		10/19/20

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31.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	5:59:26P- News-ABC 7 News at 6p		1							1	\$1,400.00	\$1,400.00	Washington (WJLA)		10/19/20
32.0	Normal Line / SPOT	11/01/20-11/01/20	1	:30	6P- ABC-World News Tonight (Sunday)								1	1	\$2,500.00	\$2,500.00	Washington (WJLA)		10/19/20
33.0	Normal Line / SPOT	11/01/20-11/01/20	1	:30	6:30P- News-ABC 7 News at 630p Wknd								1	1	\$800.00	\$800.00	Washington (WJLA)		10/19/20
34.0	Normal Line / Access	10/27/20-10/30/20	1	:30	6:58:46P- Wheel Of Fortune			1	1	1	1			4	\$4,000.00	\$16,000.00	Washington (WJLA)		10/19/20
35.0	Normal Line / Access	11/02/20-11/02/20	1	:30	6:58:46P- Wheel Of Fortune		1							1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/19/20
36.0	Normal Line / Access	11/02/20-11/02/20	1	:30	7:29:26P- Jeopardy		1							1	\$7,000.00	\$7,000.00	Washington (WJLA)		10/19/20
37.0	Normal Line / Access	10/27/20-10/30/20	1	:30	7:29:26P- Jeopardy			1	1	1	1			4	\$7,000.00	\$28,000.00	Washington (WJLA)		10/19/20
38.0	Normal Line / Prime	11/01/20-11/01/20	1	:30	6:58P- ABC-Americas Funniest Home Videos (Sunday)								1	1	\$3,500.00	\$3,500.00	Washington (WJLA)		10/19/20
39.0	Normal Line / Prime Premium	11/02/20-11/02/20	1	:30	7:57:56P- ABC-Dancing with the Stars (Monday)		1							1	\$6,500.00	\$6,500.00	Washington (WJLA)		10/19/20
40.0	Normal Line / Prime	10/30/20-10/30/20	1	:30	9P- ABC-20/20 (Friday)						1			1	\$5,000.00	\$5,000.00	Washington (WJLA)		10/19/20

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41.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	11:00:26P- News-ABC 7 News at 11p			1	1	1	1			4	\$900.00	\$3,600.00	Washington (WJLA)		10/19/20
42.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	11:00:26P- News-ABC 7 News at 11p		1							1	\$900.00	\$900.00	Washington (WJLA)		10/19/20
43.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	12:37A- ABC-Nightline		1							1	\$300.00	\$300.00	Washington (WJLA)		10/19/20
44.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	12:37A- ABC-Nightline			1	1	1	1			4	\$300.00	\$1,200.00	Washington (WJLA)		10/19/20
45.0	Normal Line / SPOT	10/31/20-10/31/20	1	:30	11:02:26P- News-ABC 7 News at 11p							1		1	\$500.00	\$500.00	Washington (WJLA)		10/19/20
46.0	Normal Line / SPOT	11/01/20-11/01/20	1	:30	11:02:26P- News-ABC 7 News at 11p								1	1	\$500.00	\$500.00	Washington (WJLA)		10/19/20
47.0	Normal Line / Football	10/31/20-10/31/20	1	:30	8P- Sports-ABC College Football Prime							1		1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/19/20
48.0	Normal Line / SPOT	10/27/20-10/30/20	1	:30	11:35P- ABC-Jimmy Kimmel			1	1	1	1			4	\$500.00	\$2,000.00	Washington (WJLA)		10/19/20
49.0	Normal Line / SPOT	11/02/20-11/02/20	1	:30	11:35P- ABC-Jimmy Kimmel		1							1	\$500.00	\$500.00	Washington (WJLA)		10/19/20

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